

# DESIGNING packaging for the



## HARDWARE MARKET

### OVERALL MARKET



There's a **50/50** split between retail & trade in the overall home improvement sector in Australia



**\$43B**

Size of the home improvement market in Australia in 2015



Annual growth rate of the home improvement industry from 2012 - 2017 is

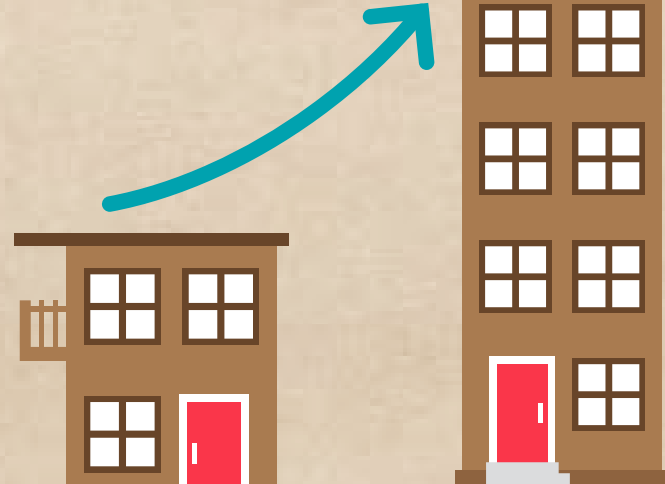
**6.8%**

### AUSSIES ON RENOVATION



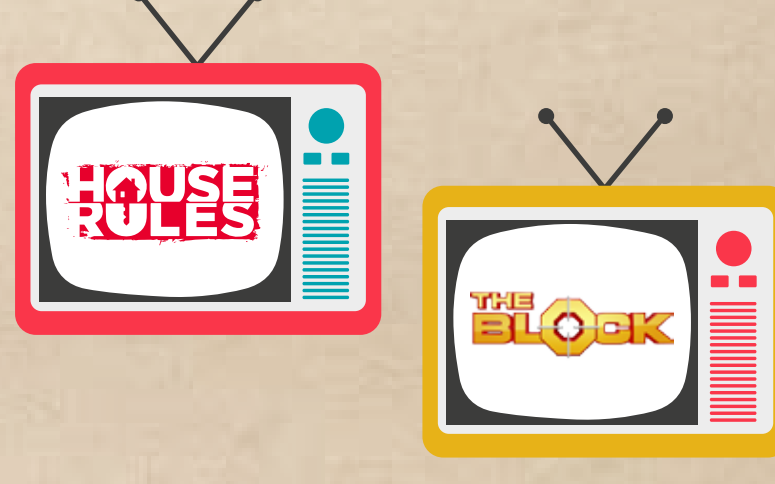
**\$7.7B**

Spent by Aussies on renovations in 2016

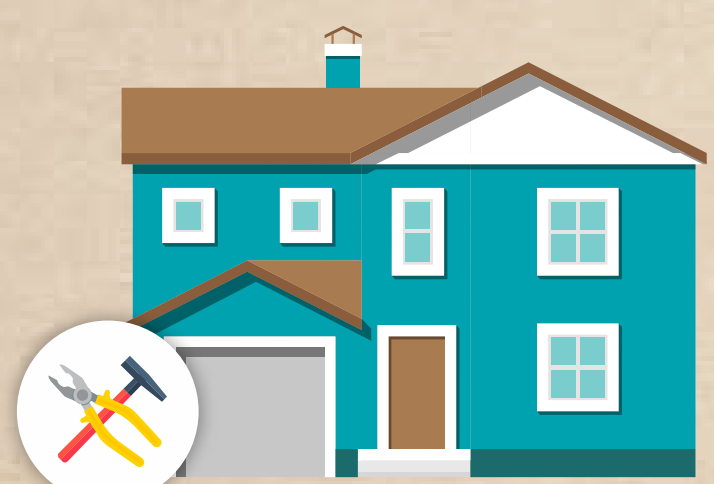


**57%**

Increase in home renovation in the last 3 years



TV Shows like **The Block** & **House Rules** are driving the DIY market



**62%**

Of Australian home owners did some kind of renovation in the last 12 months



**27%**

Of home owners who painted in the last 12 months



Bunnings accounted for 20% of Australia's **\$43 billion** home improvement market before the Masters collapse



KEY SEGMENT

BRAND

BRAND

Bunnings prefers to have only **2 brands** in each key segment

## DIFFERENCES BETWEEN DESIGNING FOR FMCG & HARDWARE

### FMCG

### PACKAGING DIFFERENCE

### HARDWARE



**Low involvement** purchase

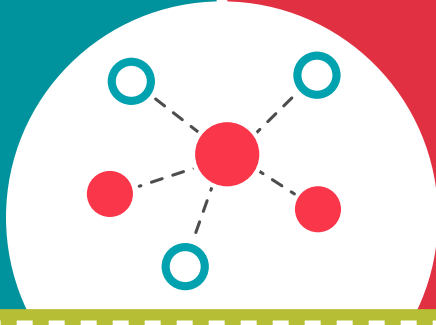
Decision is made in a matter of seconds



### DECISION MAKING PROCESS

**High involvement** purchase. Decision made over a period of time. Job complexity & experience influence decision making

Less is more



### FEATURES & BENEFITS

**Education** your consumer - be helpful.

Taste, texture & convenience



### LANGUAGE USED IN F&BS

Limit industry jargon. Can they understand your claims?

Your front face on shelf is the **primary selling area**



### KNOWING YOUR FORM

Large format or unique shapes & sizes must be considered re: primary face - don't assume it's the front

Whilst an important piece there is usually a side that can be dedicated to these



### DESIGNING FOR MANDATORIES

Often requires **mandatories** on several sides of the pack Design with mandatories in mind

Supermarkets are clean, bright, with no polarising shelving colours



### ENVIRONMENT

Bunnings tends to have harsh lighting & red racking making brands look recessive on shelf Design for this

You will typically have a **very clear target:** GBs with kids, SINKs, DINKs, Young males etc



### DESIGNING FOR YOUR TARGET

Target is complicated by experience level A trade pack will not resonate with a DIY shopper

AR- A nice to have



### AUGMENTED REALITY (AR)

'Active' or 'intelligent' packaging (AR) can **really support** and assist decision making